

LOLA OLUSOLA

LEAD PRODUCT DESIGNER

PROFILE

Experienced Lead Product Designer with a proven track record of guiding product design. Expertise spans inception, design strategy, research, ideation, execution to post-production enhancements. I drive successful outcomes by fostering effective partnerships and providing effective leadership to ensure alignment with customer needs and stakeholder interests. Skilled at breaking down projects into actionable tasks according to product roadmaps. Eager to bring my expertise to a dynamic team within a reputable global organization.

EXPERIENCE

UX DESIGNER (CONTRACT)

APPLE | NOVEMBER 2021 – APRIL 2024

- **Product Strategy and Vision:** Define and communicate product design direction, and design products and features for internal productivity and collaboration tools across web, desktop, and mobile platforms.
- **Design System Development:** Create and maintain a comprehensive design system for the aforementioned tools to ensure consistency, speed, efficiency and scalability.
- **User-Centric Design:** Conduct research, ideate, and design intuitive user experiences for front-end interfaces, prioritizing user feedback.
- **Product and Feature Development:** Lead the design of new products, features and enhancements to improve usability and functionality.
- **Cross-Functional Collaboration:** Partner closely with global teams in the US, EMEA, and APAC regions to ensure accessibility and usability for diverse user groups, aligning with stakeholders for product success.
- **Design Leadership:** Provide mentorship and guidance to other UX/UI designers, fostering a collaborative and innovative work environment.
- **Continuous Improvement:** Drive continuous improvement through strategic decision-making based on data and research, iterating designs for optimal user experience over time.

PRODUCT MANAGER (FINTECH)

CARBON | JANUARY 2019 – JUNE 2020

- Strategized, created and managed FinTech products and features.
- Created and controlled a structured roadmap and product backlog for developers, designers, and product managers, breaking down projects into epics and smaller tasks using Agile methodologies and tools, eg, Jira.
- Facilitated effective collaboration between engineering, customer success, designers, product developers, marketing, and management to ensure seamless and timely product and feature releases.
- Managed daily stand-ups with relevant teams, emphasizing productivity enhancements and on-time delivery.
- Developed product and growth strategies, go-to-market and customer engagement plans to maximize product vision and company goals.
- Used customer research and data science results to create use case and gain buy-in from key stakeholders.

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SKILLS

// DESIGN TOOLS

Sketch, Figma, Adobe Creative Suite: Photoshop, Indesign, Illustrator.

// DESIGN PROCESS

Define User Stories & Personas, Ideate, Sitemaps, User-Flow, Information Architecture, Navigation, Wireframing (Hand-Sketch and Digital), Low-fidelity prototyping, high-fidelity prototyping, requirements documentation, testing.

// METHODOLOGIES

Agile, Scrum, Design Thinking, Design Sprints, Experience Mapping.

// COLLABORATION TOOLS

Jira, Confluence, Quip, Asana, Trello, Slack, Basecamp, Data Studio.

// TECHNICAL

Frontend: HTML, CSS, Javascript
CMS: Magento, OpenCart, Shopify
Wordpress, Fresca

Email, CRM: MailChimp, Bronto, SilverPop, MadMimi SendGrid, Dotmailer

A/B, MVT Testing: VWO, Hotjar, Optimizely

EDUCATION

BSc. MULTIMEDIA COMPUTING

(With eCommerce)

University of Wales (Trinity St David)
2003 – 2006

DIPLOMA MULTIMEDIA COMPUTING

Senior College Dun Laoghaire, Dublin
2001 – 2003

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LEAD PRODUCT DESIGNER

SENIOR PRODUCT DESIGNER (E-COMMERCE)

COAST | MAY 2018 - OCTOBER 2018

- Managed the UX and UI of the Coast Website and APP as well as the workflow of all creatives on the Coast website and the Coast App.
- Managed the creative processes by delegating work to the design and development team. I also designed assets for most of our channels.
- Improving the customer's user experience by improving the shopping cart, checkout, navigation as well as the product and category pages.
- Designed new templates for the web and content pages.
- Optimised the mobile site for Google's new mobile-first requirements.

SENIOR DIGITAL DESIGNER (E-COMMERCE)

MELI MELO | MARCH 2017 - MAY 2018

- As the sole digital designer at meli melo, I drove all the creative processes, designed all assets and managed the design content across different browsers, devices and platforms ensuring cross-platform responsiveness.
- Designed and led new user interface for replatform project.
- Produced beautiful user-centric designs with focus on improving usability and the customer user journey and experience through the use of strong UX and industry best practice.
- Set digital guidelines and ensure that they are adhered to by stakeholders.

FOUNDER (E-COMMERCE)

ELLA MATTHEW | 2013 - 2017

- Created and developed eCommerce brand. Led the development of creative, digital and tech strategies to drive business performance.
- Designed all the user interface, concepts and content for the brand.
- Responsible for successfully driving the end to end launch planning, implementation and delivery of the brand both digitally and offline.

LEAD DIGITAL DESIGNER (E-COMMERCE)

RADLEY LONDON | 2011 - 2013

- Led the creation of all the digital assets for the Radley channels.
- Designed and implemented all ecommerce and online marketing collateral
- Was accountable for the overall maintenance of the website.

DIGITAL DESIGNER (CONTRACT)

BRAND EKO | 2008 - PRESENT

- Plan, execute and deliver digital strategies for a range of organisations.
- Created digital assets including web, email newsletters & other channels.
- Proposed client concepts, designed and developed approved concepts.

ADVERTISING EXECUTIVE | TRUVO IRELAND | 2007 - 2008

SKILLS

// PROFESSIONAL

Strong Leadership Skills

Marketing Research Skills

Creative Strategy Development

Email Newsletter Design

Web & Social Banner Design

User Interface Design

Animated Gifs

Landing Page & Microsite Design

Image Retouching & Processing

Creative & Art Direction

Strong Attention to Detail

Mentorship of Junior Team

AWARDS

2015 - TONY ELUMELU

FOUNDATION Recipient \$10,000

TEEP Entrepreneurship Grant

2014 - 440NG

Recipient \$50,000 Start-Up

Investment for Ella Matthew

2002 - STUDENT OF THE YEAR

Senior College Dun Laoghaire|

INTERESTS

AI | Machine Learning | VR

Web 3.0 | Crypto | NFTs

Photography | Writing

Travel | Culture | Lifestyle

Sports | Health | Fitness

Continuous Personal Development

Business | Investing

REFERENCES AVAILABLE UPON REQUEST